

MAR 2 1942

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

**FASHION CALENDAR**

**FRANCES HUGHES, Editor**

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693



## FASHION CALENDAR

**NOTE:** Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING SATURDAY, FEBRUARY 28, 1942

(See Calendar of Feb. 23rd, for week-end dates previously announced.)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Showing	MOLYNEUX SPRING COLLECTION The Villa Zigmund Collection for Spring has just been amplified by the arrival of a number of Molyneux models from London. For appointment to see, phone Victor Pincus, PL. 8-2014.	VILLA ZIGMUND	18 EAST 50TH STREET
Now Showing	TOPICAL SPRING FABRIC DISPLAY-SERIES Debut of topical Spring display-series featuring new Celanese fabrics, colors and fashions in interesting background-settings. Under direction of Marjorie Holligan. This week's stage-set presents Spring Fashions against New York skyline and window reproduction of Spring Fashion cover of Harper's Bazaar. Next display (date to be announced) will present a unique setting for "Great Moments in Music", Celanese's current radio presentation. Publicity: Bernard Sobel, LE. 2-5050.	CELANESE CORPORATION OF AMERICA	SHOWROOMS 180 MADISON AVENUE
Saturday Feb. 28 Luncheon 12:15 P.M. On.....	WOMEN'S PRESS CLUB LUNCHEON 53rd annual luncheon. Theme: "Women in Defense of Hemisphere Solidarity". Mary N. Winslow, Office of Co-Ordinator of Inter-American Affairs will be keynote speaker. Others include Miss Katherine Lenroot, Children's Bureau, Washington; Miss Marion Dickerman, Dalton Schools; Dr. A.H. Harding, Pres., U. of Arkansas; Mrs. Oswald B. Lord, Asst. Dir. OCD; Mr. George Sokolsky, columnist, author and lecturer; and Sir Louis Beale, British Purchasing Commission, Washington. Open to public. Luncheon, \$2.33 (incl. tax). Tickets from Club Headquarters, Pennsylvania Hotel. Publicity: Mrs. Joseph E. Goodbar, MU. 6-4167.	WOMEN'S PRESS CLUB OF NEW YORK CITY	HOTEL PENNSYLVANIA
Sunday March 1 4:00 P.M. Tea	INTERNATIONAL DAY 8th annual observance of International Day, under auspices of International Federation of Business and Professional Women, will include radio broadcasts linking four continents, and gala tea at Biltmore Hotel. Participating countries will devote programs to discussion of part morale plays in winning victory and building post-war civilization. Speakers at Biltmore Tea will be Jan Struther, English Author; Mrs. Lin Yutang, wife of Chinese Author; and Sonia Tomara, N.Y. Herald Tribune staff. Open to public. Admission, 85¢. Publicity: Helen Havener, CH. 3-3623.	INT'L. FED. BUSINESS & PROFESSIONAL WOMEN	4-CONTINENT RADIO PROGRAM BILTMORE HOTEL TEA
Recently Published	NEW BOOK ON DESIGN "WHY IS A DRESS" A provocative book on Dress Design by Elizabeth Hawes, who begins by asking you outright, "Do You Care to Begin" and then lets you know what you're in for if you <u>do</u> begin a career in fashion-designing. Under the headings "Head", "Hands", and "Heart", Miss Hawes discusses the mental, technical and aesthetic aspects of being a dress-designer. A chapter called "It Works This Way", makes the entire system of making and distributing clothes clear and intelligible. Anyone in the fashion business should find this an interesting book. Price \$2.00.	BY ELIZABETH HAWES	VIKING PRESS



WEEK BEGINNING MONDAY, MARCH 2, 1942

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday March 2	NEW COLLECTION: SUMMER FABRICS Beginning Monday, Du Pont's Rayon Division will present a comprehensive collection of summer fabrics including dress and suit materials, men's wear and decorative fabrics. For appointments, will Editors please call the Du Pont Style News Service; and Fashion Promotion people, the Du Pont Rayon Division, both at ME. 3-6400.	DU PONT COMPANY'S RAYON DIVISION	DU PONT FABRIC ROOM EMPIRE STATE BLDG.
Monday March 2	PARNIS-LEVINSON MOVES INTO NEW HOME Parnis-Levinson have outgrown their old quarters and are expanding into a whole floor at 530 Seventh. The official House-warming, says Molly Parnis, guiding spirit of the House, will take place as soon after Moving Day as she can be certain that furniture and fixtures are in. Publicity: Constance Hope, PL. 3-3390.		530 SEVENTH AVENUE 18TH FLOOR
Monday March 2-14	ANNUAL HIGH SCHOOL ART EXHIBIT Regional Exhibit of High School Art, to give New Yorkers opportunity to see the kind of art work done by pupils in public, parish and private schools. Winning entries will be considered for National Exhibition in Fine Arts Galleries, Carnegie Institute. For further information: Raymond J. Poland, CH. 4-2000.	R. H. MACY & CO., & SCHOLASTIC MAGAZINE	MACY'S 7TH AVE. BLDG.
Monday March 2 3:00 P.M.	SLACKS FASHION SHOW With the help of outstanding personalities from the hit-musical, "Let's Face It", Gimbel's will present a timely fashion show of Slacks. Benny Baker will be M.C. Open to press and public. Publicity: Marjorie Howard, PE. 6-5100.	GIMBEL BROTHERS	B'WAY AT 33RD ST. 3RD FLOOR
Monday March 2 7:45- 9:15 P.M.	FASHION COORDINA- TION COURSE Jean Earle, teen age stylist, L. Bamberger & Co., will discuss coordination of high school fashions. Information: Elizabeth Weatherby, PL. 3-0773.	TOBÉ-COBURN SCHOOL FOR FASHION CAREERS	ONE WEST 57TH STREET
SCHEDULE OF PRESS OPENINGS OF UPTOWN SPECIALTY SHOPS' SPRING CUSTOM-ORDER COLLECTIONS. ALL SHOWINGS "BY INVITATION"! PLEASE DO NOT ASK FOR ADMISSION.			
Mon. 3/2.... 11:00 A.M.	SAKS 5TH AVENUE SPRING ORIGINALS Press preview of "Sophie of Saks 5th Avenue Originals" from Salon Moderne. Publ.: Dorothy Harness, PL. 3-4000. Special Publ.: Eleanor Lambert, PL. 5-8580.		611 FIFTH AVENUE
Mon. 3/2.... 3:00 P.M.	JAY THORPE SPRING ORIGINALS Press preview. Strictly by invitation. 1st public showing following day, March 3rd, 3 P.M. Publicity: Constance Hope, PL. 3-3390.		24 WEST 57TH STREET
Tues. 3/3... 8:00 P.M.	BERGDORF GOODMAN SPRING ORIGINALS Press preview, strictly by invitation. Publ.: Mrs. Neff, PL. 3-7300.		754 FIFTH AVENUE
Wed. 3/4.... 10:00 A.M.	HENRI BENDEL SPRING ORIGINALS Invitation press preview. Publ.: Mrs. Frances Anderson, CI. 7-1100.		10 WEST 57TH STREET
Wed. 3/4.... 3:00 P.M.	HATTIE CARNEGIE SPRING ORIGINALS Press preview, strictly by invitation. Publ.: Josephine Hughes, WI. 2-2600.		42 EAST 49TH STREET
Thurs. 3/5.. 11:00 A.M.	BONWIT TELLER SPRING ORIGINALS Fira Benenson's Collection from the Salon de Couture. Press Preview, strictly by invitation. Publicity: Mrs. Nona James, EL. 5-6800.		721 FIFTH AVENUE



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 3 12:30 P.M.	HOME FURNISHINGS LUNCHEON See Home Furnishings Calendar, page 9, for details.	FASHION GROUP, HOME FURNISHINGS SECTION	MURRAY HILL HOTEL PARK AVE. AT 40TH ST.
Tuesday March 3 1:00 P.M. Luncheon	RITZ LUNCHEON FASHION SHOW Mrs. Pleasants Pennington of Chez Rosette will present "Women of the Year, a Fashion Show for Busy Days" during luncheon in the Oval Room. Open to public. Luncheon, \$2. Press by invitation. Chez Rosette Publ.: Mrs. Pleasants Pennington, PL. 8-2460. Ritz Publ.: Marion Morrison, PL. 3-4600.	CHEZ ROSETTE (10 E. 56TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday March 3 1:00 P.M. Luncheon	"HER DAY" LUNCHEON FASHION SHOW Luncheon fashion revue presented by Arnold Constable under direction of Anne Albee, for benefit of B.A.A.C. Theme of showing, "Her Day", interpreted by "Mother-and-Daughter". Open to public. Luncheon, \$2. Press by invitation. Arnold Constable Publ.: Miss Pierre, CA. 5-2300. Coq Rouge Publ.: Mrs. Monty Snowden, PL. 3-9284.	ARNOLD CONSTABLE FOR BENEFIT OF B.A.A.C.	LE COQ ROUGE 65 EAST 56TH STREET
Tues. 3/3 8:00 P.M.	PRESS OPENING, BERGDORF GOODMAN SPRING ORIGINALS See page 2 for details.		
Tuesday Evening March 3 8:15 P.M.	METROPOLITAN MUSEUM TELEVISION PROGRAM "Barns and Bridges" will be the subject of the weekly Television program presented by the Metropolitan Museum of Art and based on the Museum's "Arts in The Americas" Collections. Miss Jane M. Martin of the Museum Staff will present program. Related program for children, "America Creates the Sky-scraper" will be presented by Stuart M. Shaw on Thursday, March 5th at 2:45 P.M. C.B.S. Television Publicity: Wil Marcus, WI. 2-2000.	METROPOLITAN MUSEUM OF ART & C.B.S.	TELEVISION STATION WCBW, 15 VANDERBILT AVE.
Wed. 3/4 10:00 A.M.	PRESS OPENING, HENRI BENDEL SPRING ORIGINALS See page 2 for details.		
Wednesday March 4 12:30 P.M. Luncheon	FASHION GROUP LUNCHEON Subjects under discussion: "FACTS ABOUT OUR COSMETIC FUTURE". Speakers: Dr. Emil Klarmann, Chief Chemist, Lehn & Fink; and A. L. van Ameringen, Pres. Van Ameringen-Haeblen. 2nd Topic: "MRS. CONSUMER INTERVIEWS THE COSMETIC INDUSTRY". Mrs. Consumer's Questions will be answered by Ruth Lupton Mills of Elizabeth Arden and Miriam Gibson of Shulton, Inc. Guests permitted. Luncheon, \$1.25 (incl. tip). Reservations from CI. 7-1734.	COSMETICS SECTION	MURRAY HILL HOTEL PARK AVE. AT 40TH ST.
Wednesday March 4 1:00 P.M. Luncheon	SERT ROOM LUNCH- EON FASHION SHOW Lillian Kedy will present Spring Fashions for Day and Dinner, at luncheon in the Sert Room. Open to public. Luncheon, \$2. Press by invitation. Publicity: Ted Saucier, EL. 5-3000.	LILLIAN KEDY, GOWNS (18 EAST 53RD STREET)	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Wed. 3/4 3:00 P.M.	PRESS OPENING, HATTIE CARNEGIE SPRING ORIGINALS See page 2 for details.		
Wednesday March 4	CHILDREN'S FESTIVAL OF MODERN ART Paintings, sculpture and constructions especially chosen for the delight of small children. Gallery will be arranged to the scale of 3 to 9-year olds. Publicity: Sarah Newmeyer, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thurs. 3/5 11:00 A.M.	PRESS OPENING, BONWIT TELLER SPRING ORIGINALS See page 2 for details.		
Thursday March 5 1:00 P.M. Luncheon	PRESS PREVIEW: RUSSEKS SPRING COLLECTIONS Russeks' gala luncheon presentation of their new Spring Collections to members of the Fashion Press -- a benefit luncheon for the society-sponsored "Girls Vacation Fund". Press by invitation. Publicity: Beatrice Castle, WI. 7-1900.	RUSSEKS 5TH AVENUE (5TH AVE. AT 36TH ST.)	STORK CLUB 3 EAST 53RD STREET
Thursday March 5 1:00 P.M. Luncheon	COTILLION ROOM LUNCH- EON FASHION SHOW Through the courtesy of Nelson Hickson, the Cotillion Room Luncheon Fashion Show will feature costumes by Ann Sadowsky with hats by Gaston de Clairville. Open to public. Luncheon, \$2. Press by invitation. Publicity: Kathleen Moran. RE. 4-5900.	ANN SADOWSKY AND GASTON DE CLAIRVILLE	PIERRE HOTEL 5TH AVE. AT 61ST ST.
Saturday March 7 10:00 A.M.	TALK OF TEENS CLUB MEETING Theme of Fashion Presentation, a regular feature of Altman's Talk of the Teens Club Meeting, will be "Easter Bonnets", with fashion commentary by Rosalie McGarry, talented fifteen-er. Guest of honor will be teen-age Joan Newton, of cast of hit-play, "Junior Miss". Press welcome. Publicity: Betty Seeley, CH. 4-0329. Altman Publ.: Faith Willcox, MU. 9-7000.	B. ALTMAN & COMPANY	TALK OF TEENS SHOP 2ND FLOOR
Saturday March 7 3:30 P.M.	EASTER FASHION SHOW AND TEA Benefit fashion show and tea given by Martin's of Brooklyn for the Adelphi College Alumni. Theme: Easter Fashions. Publ.: Helen Reed, TR. 5-3100.	MARTIN'S OF BROOKLYN	SHERRY'S 300 PARK AVENUE
Monday March 9 11:00 A.M. (Note new time)	PRESS PREVIEW: SPRING ORIGINALS Chez Ninon will present Jean Schlumberger Spring Originals to members of the Fashion Press. Strictly by invitation. Publicity: Eleanor Lambert, PL. 5-8580.	CHEZ NINON	785 FIFTH AVENUE
Monday March 9 Tuesday March 10, Wednesday March 11 3:30- 4:30 P.M.	PRESENTING NEW SPRING COLLECTIONS Lord & Taylor will hold a series of intimate showings of their new Spring Collections in a small private Salon on their 3rd floor. Attendance will be limited to invited guests only, to permit slow, careful inspection of new fashions by members of the Fashion Press and a small, select group of Lord & Taylor customers. Show will be repeated on Tues., Mar. 10th and Wed., Mar. 11th, at same hour, also by invitation. All fashions from Misses' Departments. Similar presentation of Women's Spring Collections will take place in following week, Mon., Tues., and Wed., Mar. 16, 17 and 18th, 3:30 P.M. Publicity: Eleanor Howard, WI. 7-3300.	LORD & TAYLOR	5TH AVE. AT 39TH ST.
Monday March 9 Through March 21	40TH ANNUAL AMERICAN TOY FAIR 400 manufacturers will exhibit at this year's American Toy Fair, the 40th in its history. For further information, call Mr. H. C. Clark, GR. 5-6686.	TOY MANUFACTURERS ASSOCIATION OF U.S.	HOTEL McALPIN AND SHOWROOMS AT 200 5TH
Beginning Monday March 9	FIRST SHOWINGS: SUMMER DRESS COLLECTIONS We are contacting all FOGA Dress Manufacturers and hope to be able to give you their individual opening dates in next week's CALENDAR.	FOGA DRESS MANUFACTURERS	INDIVIDUAL SHOWROOMS



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday March 9	1ST SHOWING: SUMMER COLLECTIONS <u>MARCH 9</u> SPORT-CRAFT INC. STAR-MAID DRESSES INC.	SPORTSWEAR GUILD MANUFACTURERS <u>MARCH 11</u> DAVID M. GOODSTEIN MUTUAL-ROSENBLOOM CORP. ZOLTAN ROSENBERG	INDIVIDUAL SHOWROOMS 550 7TH AVE. 498 " " 550 " "
	<u>MARCH 10</u> ADLER & ADLER KANE-WEILL SAM STEINBERG & CO.	550 7TH AVE. 498 " " 498 " " <u>MARCH 12</u> DAVIDOW CHARLES W. NUDELMAN	550 7TH AVE. 550 " "
Tuesday March 10 1:00 P.M. Luncheon	RITZ LUNCHEON FASHION SHOW Lanz of Salzburg will present "Spring-Timely" Fashions during luncheon in the Oval Room. Open to public. Luncheon, \$2. Press by invitation. Lanz Publ.: Lucille Carey, PL. 3-3800. Ritz Publ.: Marion Morrison, PL. 3-4600.	LANZ OF SALZBURG (668 FIFTH AVENUE)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday March 10 2-6 P.M.	INFORMAL SHOWING SPRING HATS & FURS Informal showing of new Spring Hats and Accessories by the talented Jugo-Slavian milliner, André Michel (formerly milliner to Queen Marie of Jugo-Slavia). Shown with furs by Jeanne. Presentation sponsored by the American Friends of Jugo-Slavia who will share in proceeds of day's sales. Debs and post-debs donating their services to the cause as mannequins include Josette Daly, Josephine Johnson (Mrs. Blaine Faber), Anne Holt and Nancy Clark. Press by invitation. Publ.: Hinda Gould, PL. 3-0245.	ANDRÉ MICHEL, HATS JEANNE, FURS	SALON 14 EAST 56TH STREET
Tuesday March 10 3:00 P.M.	SPRING HAT FASHION SHOW Franklin Simon bows to Spring with a presentation of new Hat Fashions. Open to public. Press by invitation. Publicity: Mrs. Mildred Kaldor, WI. 7-9600.	FRANKLIN SIMON	5TH AVE. AT 38TH ST.
On or Around March 10	1ST SHOWING: TRUMAN BAILEY'S QUEBEC FASHIONS A Summer merchandising promotion with quaint Quebec as its inspiration, (due to "break" in stores in May). Originated and developed by Truman Bailey in specially designed Everfast prints and solid fabrics. With the cooperation of the Canadian Government, Mr. Bailey spent months in research, in quest of authentic Canadian designs and colors. What he turned up is extra promotional at this time when the Government is promoting good relations between the United Nations. Participating manufacturers who will show these Quebec fashions in their own showrooms on or around March 10th, include: Foremost (sportswear); Schnurer-Cabana (play-clothes); Gross-Sydney (casual dresses); Sheila-Lynn (softer dresses); Horwitz & Duberman (junior dresses). Introductory advertisement will appear in May 1 Vogue, and Bonwit Teller will have these fashions exclusively in New York. For further information, tie-ins, etc., contact: Mr. Hanna, Sterling Adv. Ag., LO. 5-4614.	PARTICIPATING MANUFACTURERS	INDIVIDUAL SHOWROOMS
Wednesday March 11 1:00 P.M. Luncheon	SERT ROOM LUNCH- EON FASHION SHOW Dein-Bacher of the Waldorf will present Spring Fur Fashions at luncheon in the Sert Room. Open to public. Luncheon, \$2. Press by invitation. Publicity: Ted Saucier, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday March 11 4:00- 6:00 P.M.	PRESS OPENING: NEW COTTON DISPLAY ROOM Cotton-Textile Institute cocktail party for Press, Publicity, Promotion, and Educational people, to celebrate formal opening of new cotton display room, furnished throughout with cotton and housing thousands of samples of drapery and apparel fabrics, wall coverings, rug samples, leatherettes, and domestics. Those interested in using or publicizing cotton are invited to get acquainted with the expanding facilities of the Institute, and to make frequent use of them. Preview by invitation. Call Virginia Jewel, Fashion Director, WO. 2-0270.	COTTON TEXTILE INSTITUTE	320 BROADWAY
Wednesday March 11 6:30 P.M. Cocktails	PRIVATE SHOWING: BRAMLEY SUMMER FASHIONS Franklin Simon will present its new Bramley Summer Merchandise to buyers and executives of out-of-town stores handling the Bramley Merchandise. Strictly by invitation. Publicity: Mrs. Mildred Kaldor, WI. 7-9600.	FRANKLIN SIMON	5TH AVE. AT 38TH ST.
Thursday March 12 1:00 P.M. Luncheon	PERSIAN ROOM LUNCH- EON FASHION SHOW R. H. Macy & Co. will present New Thoughts on Easter Fashions during luncheon in the Persian Room. Open to public. Luncheon, \$2. Press by invitation. Macy Publicity: Kay Inglis Jones, CH. 4-2000. Plaza Publicity: Joseph Ryle, PL. 3-6744.	R. H. MACY & CO., INC. (HERALD SQUARE)	PLAZA HOTEL 5TH AVE. AT 58TH ST.
Thursday March 12 1:00 P.M.	COTILLION ROOM LUNCH- EON FASHION SHOW Walter Florell will present Hats and Accessories during luncheon in the Cotillion Room. Open to public. Luncheon, \$2. Press by invitation. Florell Publ.: Mr. Frederick, PL. 5-0895. Pierre: Kathleen Moran, RE. 4-5900.	WALTER FLORELL (29 EAST 53RD ST.)	HOTEL PIERRE 5TH AVE. AT 61ST ST.
Thursday March 12 4:30 P.M.	PRESS PREVIEW: SPRING ORIGINALS Press invitation-preview of Spring Custom-Made Originals by Helen W. Hubbell, formerly with Schiaparelli and Patou in Paris; now at 645 Madison Avenue, New York. The Hubbell Collection will be shown with Hats by Madame Therèse who has just joined the establishment. Publ.: Alice Dowd, CI. 7-2680.	HELEN W. HUBBELL COUTURE	ALICE DOWD OFFICES 9 ROCK PLAZA, RM. 1014
Friday March 13 4:00- 6:00 P.M.	DESIGNERS' OPENING: NEW COTTON DISPLAY ROOM The Cotton-Textile Institute will hold a second cocktail party for designers, interior decorators, manufacturers, converters, and millmen, to view new cotton display room and get acquainted with expanded promotional work and educational facilities of the Institute. Designers who have not yet visited the Institute are urged to make appointments for private showings of the new cotton lines. Preview by invitation. Call Virginia Jewel, Fashion Director, WO. 2-0270.	COTTON TEXTILE INSTITUTE	320 BROADWAY
Beginning Sunday March 15	NATIONAL SPRING MILLINERY WEEK Retail stores the country over will feature millinery window and departmental displays. For promotional material, etc., contact: Miss Margery Hartman, Millinery Stabilization Commission, 1450 Broadway, CH. 4-6547.		
Monday March 16 Through March 19 9 A.M.- 11 P.M. Daily	INTERNATIONAL BEAUTY SHOP OWNERS CONVENTION Beauty authorities will present their solutions to the problems created by shortages and priorities. 200 manufacturers will exhibit. Guest staff of New York hair dressers will demonstrate coiffures for American women in active service with Nat'l Defense organizations. Also classes and forums.	INTERNATIONAL BEAUTY SHOP OWNERS ASSOCIATION	HOTEL PENNSYLVANIA

(Continued on following page)



DATEWHAT'S GOING ONGIVEN BYWHERE

(Continued from preceding page)

Highlight of Wed. Evening session, Mar. 18th, will be gala Fashion Show and Hair and Hat Revue, directed by Jean Jolle, Mistress of Ceremonies. For further information, tie-ups, etc., contact: Publicity Department, International Beauty Shop Owners Convention, 19 West 44th St., MU. 2-4382.

Monday March 16- March 21	INTERNATIONAL FLOWER SHOW This year's theme: "U.S.A". All four corners of the country and its climates will be represented. Address inquiries to Arthur Herrington, Mgr., 598 Madison Avenue. Publicity: Korbell & Colwell, PL. 5-0478.	HORTICULTURAL SOCIETY OF NEW YORK	GRAND CENTRAL PALACE LEXINGTON AT 46TH ST.
Tuesday March 17 1:00 P.M. Luncheon	RITZ LUNCHEON FASHION SHOW Stein & Blaine will present Spring Day and Dinner Clothes; also Spring Fur Fashions, at luncheon in the Oval Room. Open to public. Luncheon, \$2. Press by invitation. Stein & Blaine Publicity: Kay Merrill, CO. 5-2837. Ritz Publicity: Marion Morrison, PL. 3-4600.	STEIN & BLAINE INC. (15 WEST 57TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday March 17- Wednesday March 18 (Time Later)	ANNUAL FUR FASHION PROMENADE This year's Style Promenade, staged by Sol Vogel, Fur Designer, will have the added interest of a collection of coats tied up with 15 Hollywood "name" stars, photographed in these new fur fashions for promotional use by manufacturers and retailers purchasing these patterns. Photos will appear editorially also, in motion picture magazines and newspapers throughout country. Other coats in promenade will be highly practical and salable, designed for popular-priced field. Open to fur buyers, manufacturers and members of fur trade generally. Admission cost to be announced. Proceeds to Red Cross. Press by invitation. For further information, Miss Weiner, PE. 6-7425.	SOL VOGEL, FUR DESIGNER (330 SEVENTH AVENUE)	GOVERNOR CLINTON HOTEL
Wednesday March 18 1:00 P.M. Luncheon	SERT ROOM LUNCH- EON FASHION SHOW Arnold Constable will stage their big Spring Fashion Show at luncheon in the Sert Room, under direction of Mrs. Ann Albee, Fashion Coordinator. Open to public. Luncheon, \$2. Press by invitation. Arnold Constable Publicity: Miss Pierre, CA. 5-2300. Waldorf: Ted Saucier, EL. 5-3000.	ARNOLD CONSTABLE (5TH AVE. AT 40TH ST.)	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Wednesday March 18 2:30 P.M.	"UP AND DOING"-SPRING FASHION SHOW A. & S. presents its annual Spring Fashion Show for benefit of School Settlement Association. This year's revue, "Up and Doing", features a complete Spring Wardrobe; a special skit by Elizabeth Arden and hair demonstrations by Louis, Hair Stylist of A. & S. Proceeds to School Settlement Association. Press by invitation. Publicity: Winifred Waring, TR. 5-7200.	ABRAHAM & STRAUS	ST. GEORGE HOTEL 51 CLARK ST., B'KLYN
Wednesday March 18 (Press Preview March 17 2-6 P.M.)	BIG HENRI ROUSSEAU EXHIBITION Approximately 50 works - an exhibit prepared in collaboration with Art Institute, Chicago. Exhibit on view through March 3rd. Press Preview, Tues., March 17th, 2-6 P.M. Formal Preview for members, 9 to Midnight. By invitation. Publicity: Sarah Newmeyer, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Sunday March 22- March 24	ALLIED SHOE PRODUCTS AND STYLE EXHIBIT Group showing of products and findings that go into shoe-making. Open to industry. For further info.: Mr. A.C. Reuter, 47 W. 34th, WI. 7-7943.		BELMONT PLAZA HOTEL LEXINGTON AT 49TH



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 23-	ANNUAL SPRING LEATHER SHOW & STYLE CONFERENCE	TANNERS' COUNCIL & NAT'L SHOE RETAILERS ASSOC.	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
March 24	No cancellation of this year's Spring Leather Show and Shoe Style Conference, staged jointly by Tanners' Council and National Shoe Retailers' Association. Both organizations consider this Spring's sessions of vital importance to the shoe industry. Schedule of events: <u>MONDAY, MARCH 23RD.</u> 10:00 A.M. Formal Opening of Style Conference - Starlight Roof - 18th fl. 2:30 P.M. Men's Shoe Style Committee Meeting - Jade Room - 3rd fl. <u>TUESDAY, MARCH 24TH</u> 10:00 A.M. Children's Shoe Style Committee Meeting - Jade Room - 3rd fl. 2:00 P.M. Women's Shoe Style Committee Meeting - Jade Room - 3rd fl. Contact: Mr. J.L. Nelson for Tanners' Council, BE. 3-0494; and Mr. Lee Langston for N.S.R.A., AS. 4-9515.		
Tuesday March 24	RITZ LUNCHEON FASHION SHOW	TAILORED WOMAN (742 FIFTH AVE.)	RITZ CARLTON HOTEL OVAL ROOM
1:00 P.M. Luncheon	The Tailored Woman will present Easter Fashions during luncheon in the Oval Room. Open to public. Luncheon, \$2. Press by invitation. Tailored Woman Publ.: Edith Carter, PL. 5-2500. Ritz Publ.: Marion Morrison, PL. 3-4600.		
Wednesday March 25	SERT ROOM LUNCHEON FASHION SHOW	JONAI (78 E. 56TH ST.)	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
1:00 P.M. Luncheon	Jonai will be Fashion exhibitor during luncheon in the Sert Room. Open to public. Luncheon, \$2. Press by invitation. Publicity: Ted Saucier, EL. 5-3000.		
Thursday March 26	EASTER FASHION SHOW IN PERSIAN ROOM	FRANKLIN SIMON (5TH AVE. AT 38TH ST.)	PLAZA HOTEL 5TH AVE. AT 58TH ST.
1:00 P.M. Luncheon	Franklin Simon will preview the Easter Scene during luncheon in the Persian Room. Open to public. Luncheon, \$2. Press by invitation. Franklin Simon Publicity: Mrs. Mildred Kaldor, WI. 7-9600. Plaza: Joseph Ryle, PL. 3-6744.		
Tuesday April 7	TENTATIVE OPENING DATE OF CIRCUS	RINGLING BROS., BARNUM & BAILEY	MADISON SQ. GARDEN 8TH AVE. AT 50TH ST.
Thursday April 9-	OPENING: JAMAICA SPRING RACE MEET	METROPOLITAN JOCKEY CLUB	JAMAICA TRACK JAMAICA, LONG ISLAND
Saturday May 9	Open to public. General admission, \$1.50 (incl. tax) in grand stand. Club House admission, \$4. For further information, MA. 4-1940.		
Beginning April 22 Through Month of June (Exact time of Press & Members' Previews in later issue.)	IMPORTANT EXHIBIT CON- TEMPORARY COSTUMES- "RE- NAISSANCE IN FASHION, 1942" Designers participating in the special exhibit, "Renaissance in Fashion, 1942", the first comprehensive exhibit of contemporary costumes and dress fabrics to be held at Metropolitan Museum of Art, include Ethel Frankau of Bergdorf Goodman, Chairman of Committee; Bertha Stern of Henri Bendel; Leslie Morris and Mark Mooring of Bergdorf Goodman; Fira Benenson of Bonwit Teller; Wilson Folmar of Jay Thorpe; Sophie Gimbel of Saks 5th Avenue; Valentina; Jessie Franklin Turner; Hattie Carnegie; Germaine Monteil; Nettie Rosenstein; and Omar Kiam. Members of Textile Committee, headed by Dr. H.D.W. Smith, who have created fabrics for the exhibit include: Everfast; Glendale; J. P. Stevens; Hafner Associates; Catoir Silk; Cheney Bros.; A.D. Juilliard; Celanese Corp.; A.M. Tenney Associates; S. Stroock; American Bemberg; John Walther; and	METROPOLITAN MUSEUM OF ART	5TH AVE. AT 82ND ST.

(Continued on following page)



DATEWHAT'S GOING ONGIVEN BYWHERE

(Continued from preceding page)

Sidney Blumenthal. In many cases, the Museum's own collections of costumes, textiles and documentary material have served as design-inspiration for these distinguished modern creators. Later issue of FASHION CALENDAR will carry notice of Previews. Special Publicity: Evelyn Gerstein Assoc. (Miss Roll) CI. 7-7632.

HOME FURNISHINGS CALENDAR

Just Published	NEW BOOK: "BEAUTY TREATMENTS FOR THE HOME"	By KAY HARDY, PRES. AMER. SCHOOL OF DESIGN	FUNK & WAGNALLS CO.
	A fascinating, profusely illustrated book showing the easy, inexpensive and practical ways to beautify the home, told in the simplest manner possible, and illustrated by the author. Indexed for easy reference. Covers such items as: how to plan and make draperies; slip-covers; painting and refinishing of furniture; decorating of walls, ceilings and floors; how to upholster and re-upholster furniture; how to make lamp-shades; and how to do "those important little things" around the house. Price, \$3.00.		
Now Showing	TIMELY EXHIBIT ABOUT SUGAR	N.Y. MUSEUM OF SCIENCE & INDUSTRY	ROCKEFELLER PLAZA
	Timely exhibit concerning all-important subject of sugar and its substitutes, given in conjunction with Carnegie Institute of Washington. Publicity: Michael Davidson, CI. 6-2075.		
Monday March 2 8:15 P.M.	FORUM ON "BUILDING A HOME"	DECORATOR'S CLUB	745 FIFTH AVENUE
	Mr. William Lawrence Bottomley, architect; Mrs. Gertrude Gheen Robinson, interior decorator; Miss A. Allison, landscape architect; and Mr. Thomas Smith Kelly, lighting consultant, will discuss proportionate division of money to be spent in building a home. Questions welcomed from floor. Admission, \$1.10. Limited number of Press tickets on request. Contact: Denise Abbey, WI. 2-6055.		
Tuesday March 3 12:30 P.M. Luncheon	FASHION GROUP LUNCHEON MEETING	HOME FURNISHINGS SECTION	MURRAY HILL HOTEL PARK AVE. AT 40TH ST.
	Topic: "Coming Changes in Our Way of Living". Speakers: Howard Meyer, Editor, Architectural Forum, on "Housing"; Margaret G. Devereau, Merchandise Consultant, on "The Home Front". Guests permitted. Luncheon, \$1.25 (incl. tip). Reservations from CI. 7-1734.		
Monday Evening March 9 6:30 P.M.	INFORMAL DINNER AND RECEPTION	G. P. PUTNAM'S SONS	CRIBAN WINERY 601 WEST 26TH STREET
	To honor Ted Hatch, author of "The American Wine Cook Book". By invitation. Contact: C.B. Boutell, G.P. Putnam's Sons, 2 W. 45th St., VA. 6-3800.		

DATES AHEADRED LETTER WEEKS

Mar. 16 FEDERAL INCOME TAX DUE (Monday)  
 Mar. 17 ST. PATRICK'S DAY (Tuesday)  
 Mar. 21 1ST DAY OF SPRING (Saturday)  
 Mar. 29 PALM SUNDAY  
 Apr. 2 1ST DAY OF PASSOVER (Thursday)  
 Apr. 5 EASTER SUNDAY  
 Apr. 6 ARMY DAY (Monday)  
 Apr. 14 PAN-AMERICAN DAY (Tuesday)  
 May 10 MOTHER'S DAY (Sunday)  
 May 30 MEMORIAL DAY (Saturday)

Mar. 1-8 NATIONAL DISPLAY WEEK  
 Mar. 12-18 GIRL SCOUT ANNIVERSARY WEEK  
 Mar. 16-21 NATIONAL HOBBY WEEK  
 Mar. 28-4/4 NATIONAL BASEBALL WEEK  
 Apr. 1-7 CONSERVATION WEEK  
 Apr. 11-19 AMERICA'S HOME WEEK  
 Apr. 16-25 NATIONAL HARDWARE WEEK  
 Apr. 20-25 NATIONAL NOTION WEEK  
 Apr. 26-5/2 NATIONAL BABY WEEK  
 May 15-23 NATIONAL COTTON WEEK



MUSIC... THEATRE... MOVIES... FOOD AND NIGHT SPOTS

Sunday FREE SYMPHONY CONCERT SERIES METROPOLITAN MUSEUM OF ART, 5TH AVE. AT 82ND  
 Afternoons Series of three programs by symphony orchestras under direction of David  
 March 1,8, Mannes. Each includes complete symphony followed by shorter selections of  
 and 15 lighter character. Scheduled for 4 P.M. Publ.: Alice Merriam, RH. 4-7690.  
 Sundays SUNDAY BRACER BREAKFAST THE MADISON HOTEL, 58TH AT MADISON AVE.  
 12-4 P.M. \$1.75 buys a good stiff morning-after "bracer", a delicious Sunday break-  
 fast from the steam table, and dancing from 1 P.M. on, to tunes by Bernie  
 Dolen's Orchestra. Reservations from Raymond, VO. 5-5000.

Tuesday NAVY LEAGUE-NORWAY ICE CARNIVAL, CENTER THEATRE, 6TH AVE. AT 49TH STREET  
 March 3 Benefit Ice Carnival for fighting sea forces of the United States and Nor-  
 way. Honorary Chairm.: Crown Prince Olav and Princess Martha. Admission,  
 55¢, \$1.10 and \$1.65. Publicity: Mr. Allvine, CI. 6-5775.

Wednesday CELANESE "GREAT MOMENTS IN MUSIC" WABC COLUMBIA NETWORK  
 March 4 Rosemarie Brancato, soprano, will join Jan Peerce and Robert Weede in ex-  
 10:15 P.M. cerpts from Verdi's opera, "La Traviata". George Sebastian will conduct  
 the symphony orchestra. Publ.: Bureau of Industrial Service, AS. 4-8400.

Thursday PREMIERE: "THE INVADER" (Cinema) CAPITOL THEATRE, B'WAY AT 50TH ST.  
 March 5 Important Columbia picture starring Laurence Olivier, Leslie Howard, Ray-  
 mond Massey and Glynis Johns. Publicity: Hortense Schorr, BR. 9-7900.

Thursday PREMIERE: "THE LADY HAS PLANS" (Cinema) PARAMOUNT THEATRE, B'WAY AT 44TH ST.  
 March 5 Paramount picture starring Paulette Goddard and Ray Milland. Clothes by  
 Edith Head. Publicity: Aileen St. John Brenon, CH. 4-7040.

Thursday PREMIERE: "BEDTIME STORY" (Cinema) RADIO CITY MUSIC HALL, 6TH AT 50TH  
 March 5 or Gay Columbia picture starring Loretta Young and Frederick March. Publicity:  
 March 12 Hortense Schorr, BR. 9-7900.

Tuesday PREMIERE: "A KISS FOR CINDERELLA" MUSIC BOX THEATRE, 239 WEST 45TH STREET  
 March 10 Sir James M. Barrie revival starring Luise Rainer, supported by Ralph  
 Forbes, Cecil Humphreys, and Victor Morley. Incidental dances staged by  
 Catherine Littlefield. Produced by Cheryl Crawford and Richard Krakeur.  
 Special costumes by Paul du Pont. Publicity: Jean Dalrymple, MU. 5-3114.

Tuesday GALA NAVY RELIEF SOCIETY SHOW MADISON SQUARE GARDEN, 8TH AVE. AT 50TH ST.  
 March 10 Leaders of entertainment world will participate in giant society-sponsored  
 navy relief show. Proceeds go to care of emergencies incurred by navy en-  
 listed men and their families. Open to public. Admission: \$1.10 up. Tickets  
 from Madison Square Garden. Publ.: David Lipsky, EL. 5-3000, Room 573.

Wednesday PREMIERE: "LIFE, LAUGHTER AND TEARS" BOOTH THEATRE, 222 WEST 45TH STREET  
 March 11 An evening of short plays by William Saroyan and Sean O'Casey, produced by  
 Eddie Dowling, with Mr. Dowling himself and Julie Haydon heading casts.  
 Publicity: Leo Freedman, LA. 4-5119.

Week of PREMIERE: "JOHNNY TWO BY FOUR" ????  
 March 16 Comedy drama by Rowland Brown. Action takes place in Greenwich Village  
 night club during Prohibition era. Cast includes Evelyn Wyckoff, Marie  
 Austin, George Kelly, Charley Adler and Jack Arthur. Contact: Brown Pres-  
 entations, PL. 3-8455.

Wednesday PREMIERE: "MY DEAR PUBLIC" BROADHURST THEATRE, 235 WEST 44TH STREET  
 March 18 Musical comedy by Irving Caesar and Charles Gottsfeld. Cast includes  
 Mitzi Green, John Buckmaster, Tamara, Joe Smith, Charles Dale and Cora With-  
 erspoon. Costumes by Lucinda Ballard. Publ.: Nat Dorfman, ME. 3-0858.

Tuesday PREMIERE: "THE MOON IS DOWN" MARTIN BECK THEATRE, 302 WEST 45TH STREET  
 March 31 Dramatization of John Steinbeck novel, produced by Oscar Serlin with Ralph  
 Morgan, Otto Kruger, Whitford Kane and Joseph Sweeney in cast. Costumes  
 supervised by Rose Bogdanof. Publicity: Harry Forwood, CI. 5-6371.

Week of PREMIERE: "WITHOUT LOVE" SHUBERT THEATRE, 225 WEST 44TH STREET  
 April 1 Philip Barry comedy, presented by Theatre Guild. Katharine Hepburn and  
 Elliott Nugent head cast which includes Audrey Christie, J. M. Kerrigan,  
 Barry Thomson, and others. Miss Hepburn's costumes by Valentina. Public-  
 ity: Joseph Heidt, CO. 5-0024.